

Message Text

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SUBJ: OVERSEAS MARKETING RESEARCH SEMINAR, LONDON

REF: STATE 57114

1. EMBASSY NOMINATES MRS. KATHLEEN F. IRWIN, FOREIGN SERVICE LOCAL EMPLOYEE OF ECONOMIC/COMMERCIAL SECTION, TO ATTEND OVERSEAS MARKETING RESEARCH SEMINAR IN LONDON MAY 10-21. MRS IRWIN IS ONE OF EMBASSY'S OUTSTANDING EMPLOYEES AND HAS BEEN IN ECONOMIC/COMMERCIAL SECTION SINCE SHE JOINED EMBASSY 11 YEARS AGO. SINCE THE SECTION IS SMALL (ONE FSO SUPERVISOR AND THREE FSL EMPLOYEES), SHE HANDLES A VERY WIDE RANGE OF TRADE AND MARKETING WORK. IN SO DOING SHE DEMONSTRATES VERY HIGH LEVELS OF COMPETENCE, ALERTNESS TO END-USER NEEDS AND INITIATIVE.

2. SPECIFICALLY, MRS IRWIN PERSONALLY FOLLOWS THROUGH ON ALL AGENT DISTRIBUTOR SERVICE INQUIRIES, AND SHE ASSISTS VISITING BUSINESSMEN IN DEVELOPING MARKETS FOR THEIR PRODUCTS BY PUTTING THEM IN TOUCH WITH TRADE CONTACTS, SOURCES OF MARKET INFORMATION, ETC. HER DAY-TO-DAY CONTACT WITH THE MARKET LEAVES HER IN A UNIQUE POSITION TO IDENTIFY TRADE OPPORTUNITIES AS THEY DEVELOP. MRS IRWIN PREPARES ALL THE SECTION'S WORLD TRADERS DATA REPORTS, AND SHE PREPARES RECOMMENDATIONS ON THE RELIABILITY OF IRISH FIRMS AS POTENTIAL TRADING PARTNERS FOR U.S. BUSINESSMEN. RECENTLY, MRS IRWIN HAS BEEN WORKING ON A SURVEY OF THE MARKET IN IRELAND FOR SMALL ELECTRICAL APPLIANCES.

3. THE INFORMATION AND TRAINING OFFERED BY THE SEMINAR WOULD BE OF GREAT ASSISTANCE TO MRS IRWIN PERSONALLY IN DEVELOPING HER
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PAGE 02 DUBLIN 00505 121740Z

PROFESSIONAL SKILLS, BUT AT THE SAME TIME WOULD BE INVALUABLE

TO THE ECONOMIC/COMMERCIAL SECTION AS A WHOLE. ALTHOUGH THE IRISH MARKET IS NOT LARGE, IT IS NEVERTHELESS IMPORTANT AND IT IS OFTEN DIFFICULT WITH OUR SMALL STAFF TO GIVE IT ADEQUATE COVERAGE. ADDITIONAL TRAINING FOR OUR STAFF WOULD PERMIT US TO DO MORE WITH THE RESOURCES WE HAVE AVAILABLE.

4. TH SUPERVISING FSO OF THE ECONOMIC/COMMERCIAL SECTION (BRYAN BAAS) WILL NOT BE FREE TO ATTEND THE SEMINAR. SINCE MRS IRWIN IS THE EMBASSY'S ONLY NOMINEE, WE HOPE THAT SHE WILL BE ACCEPTED AND THUS PERMIT THE POST TO BENEFIT FROM THIS SEMINAR.
CURLEY

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